

Wayland Design Review Board

Minutes for Meeting of Monday August 29, 2016

Present: Sarkis Sarkisian, Bill Sterling, Leisha Marcoccio, Marji Ford, Gretchen Schuler, Mike Lowry, Chris Lowry, Mary Antes, Mark Favermann

The meeting was called to order at 6:30 p.m.

Mark Favermann of Favermann Design was present at this meeting. He described his services to other Massachusetts communities which are past or present clients (Amesbury, Amherst, Boston, Brookline, Concord, Greenfield, Ipswich, Scituate, Somerville, Wellesley, Winchester). Mark helped them visualize the character of their community's identity or Community Branding in 3 Phases. Phase I includes the creation of an Advisory Committee formed to develop a brand theme, possible logos and appropriate colors and fonts for signage to be accomplished in only 4 meetings (approximately 4 to 8 months, with 1-2 public meetings). Although his 2 page hand-out suggests a fee of \$18,000, it was mentioned that a mini-Phase I project might be accomplished for \$10,000. Perhaps some of the remaining funds from the 375<sup>th</sup> anniversary celebration could be used.

The proliferation of roadside sandwich boards and event signs that are littering Wayland's landscape was discussed, in addition to the Town's need to have uniform overall signage. Signage is very important: it conveys an area's identity, gives directions, information, and notifies the public of restrictions. Mike Lowry brought a handout with pictures to help visualize suggestions for event sign displays. It was suggested that the DRB could ask for a unified signage fund whereby the various town bodies (HDC, DPW, WBA, Conservation Commission, Parks and Rec, and Economic Development) might help defray the cost of new sign hardscaping within the funds available to them in their budgets to create their own signage. We need to include the Public to be part of the solution making process.

Finally we discussed how we want to create and project a positive, unified image of the town in which we live. Bill Sterling said "we live in a Park," with the river, and trees and stone walls. We should take Concord's example of making our portion of the Sudbury River a recreational area for boating, with safe put-ins and boat rentals.

In summation, Wayland is more than a crossroads, it needs to project a sense of place and one's arrival into it and departure from it.

The meeting was adjourned at 7:45 p.m.

Respectfully submitted,

Marji Ford